IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: MATZ, et al. Group Art Unit:3688

Application No. 10/017,111 **Examiner:** ALVAREZ, Raquel

Filed: December 14, 2001 Attorney Docket: 01372

Title: "Method and System for Targeted Incentives"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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Scott P. Zimmerman
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June 8, 2010
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37 C.F.R. § 1.114 SUBMISSION OF AMENDMENT WITH REQUEST FOR CONTINUED EXAMINATION

Mail Stop: RCE

Commissioner for Patents

Commissioner:

The Assignee respectfully requests continued examination and entry of the following amendment and remarks in response to the final office action mailed March 8, 2010. The Assignee respectfully submits that the amendment and remarks contained herein distinguish the pending claims from the cited documents.